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ABSTRACT

The "Statewide Masterplan for Nevada Libraries" provides direction and serves as a blueprint for development of library services throughout the state. The plan is based on input from people who attended meetings throughout Nevada, and also reflects the best thinking of public, school, academic, and special librarians. Following the vision and mission statements, several objectives and actions are outlined for each of these goals: Provide opportunities for lifelong learning for people of all ages; Assure that all residents have equitable access to information; Provide the widest possible access through the use of technology; Strengthen library collections to keep pace with local demands; Expand library services to meet the needs of target populations; Improve quality of services in all libraries throughout the state; and Communicate the Value of libraries and librarians for all people. (AEF)

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ED 443 433

Statewide Masterplan for Nevada Libraries 2000 - 2005

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Nevada State Library and Archives

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Statewide Masterplan for Nevada Libraries
2000 - 2005

Introduction

The *Statewide Masterplan for Nevada Libraries* provides direction and serves as a blueprint for development of library services throughout the state. The plan is based on input from people who attended meetings in every corner of Nevada and also reflects the best thinking of public, school, academic and special librarians. The developing draft was reviewed and discussed at regional meetings in Elko, Las Vegas, Reno and Carson City.

The planning process incorporated ideas gleaned from efforts in states with characteristics similar to Nevada on the variables of population, population density and revenue. A planning background document was developed by Elko County Librarian Sara Jones as part of an internship toward her graduate degree from Syracuse University School of Information Studies. Using the above variables, Sara developed summaries and evaluations of planning documents from Idaho, Nebraska, New Mexico and Utah. Sara also reviewed the 1996-2000 *Statewide Masterplan for Nevada Libraries* to determine which objectives had been met and which activities had been completed. This work demonstrates the overall effectiveness of the plan in terms of impact on library services in Nevada.

A brochure featuring the goals and objectives of the 2000-2005 plan will be published for mass distribution. The complete plan includes goals, objectives, and activities and identifies those responsible for implementation of specific activities. Copies of the unabridged version are distributed to libraries throughout the state, to other state libraries and to interested individuals upon request to Library Planning and Development, Nevada State Library and Archives, 100 N. Stewart Street, Carson City, NV 89701.

Vision and Mission

This plan projects a vision of the best possible library services for all Nevadans at the beginning of the new millennium. The information explosion requires new knowledge and skills for productive living. The profession of librarianship upholds an ethic of providing open access and protecting the public's "right to know." Without the watchfulness of librarians there would be an unbridgeable gap between the "information haves and have nots." Librarians consciously preserve the transcript of human experience and safeguard public access to the world store of information. The *Statewide Masterplan for Nevada Libraries* is a tool for managing the impact of change while increasing the value of library services.

What will the role of the library be in the future?

What services will people want and how will libraries handle them?

How can libraries balance reliance on new technologies while improving service delivery?

These are questions that were considered throughout the planning process in Nevada.

How libraries evolve in the coming years is important to all Nevadans. Changing consumer needs call for continuous integration of new methods of delivering services while maintaining egalitarian access to information. Technological innovations must be carefully planned and designed to enhance traditional services and increase access to all types of information and services to all people throughout the state.

The shared vision for Nevada's libraries focuses on seven priorities for the future:

- **Provide opportunities for lifelong learning for people of all ages.**
- **Assure that all residents have equitable access to information.**
- **Provide the widest possible access through the use of technology.**
- **Strengthen library collections to keep pace with local demands.**
- **Expand library services to meet the needs of target populations.**
- **Improve quality of service in all libraries throughout the state.**
- **Communicate the value of libraries and librarians for all people.**

Mission Statement

The mission of Nevada Librarians is to effectively serve the informational, educational, cultural and recreational needs of Nevadans in every community by making quality library services available and accessible to people of all ages and from all walks of life.

Provide opportunities for lifelong learning for people of all ages.

OBJECTIVES	ACTIONS
Develop educational library programs for children and young adults.	Public and school libraries will seek demonstration grants for services to the young, from infant to young adult - e.g. reading clubs, story hours, pre-school literacy and constructive thinking skills. Nevada State Library and Archives (NSLA) and the Nevada Library Association (NLA) will continue statewide children's summer reading programs through collaboration with children's librarians.
Strengthen cooperative relationships between public and school libraries.	Public libraries and school districts will combine school and public libraries in selected urban and rural neighborhoods.
Implement collaborative efforts among schools, libraries and other agencies to ensure successful early childhood and young adult programs.	Public libraries will support education projects for early childhood programs and parents who are home schooling their children. Public and school libraries will combine efforts to develop creative outreach to all types of childcare providers to support and expand basic reading and information skills. Public and school libraries will provide outreach through partnerships with youth-serving agencies for "at risk" youth.
Create library literacy demonstration programs that involve family-serving agencies and other social agencies.	The Nevada Literacy Coalition (NLC) will develop activities to promote family learning activities in collaboration with the Department of Human Resources and public libraries. Selected public libraries will become active participants in the Nevada Certified Literate Community Program. The Nevada Literacy Coalition (NLC) will continue to coordinate statewide literacy efforts among all public and private literacy service providers.

Assure that all residents have equitable access to information.

OBJECTIVES	ACTIONS
Safeguard open access and intellectual freedom.	NLA will encourage public, school and academic libraries to provide books and other materials with the widest diversity and viewpoint of expression.
	NLA and NSLA will continue training programs related to open access and intellectual freedom issues for library personnel and trustees.
Promote federal legislation to ensure access to the Information Superhighway and protect the rights of "information have-nots."	NSLA and NLA will monitor developing legislation and support initiatives of American Library Association and State Librarians to protect access to information.
Create State Information Policy affirming that information is made accessible to the public.	Libraries will support legislation to define the public's right to know.
	NSLA will provide access to state and local government information sources to the fullest extent possible.
Increase student access to information services at elementary and secondary school library/media centers.	NLA will encourage school districts to provide licensed staff to keep school libraries open extended hours during the school year and in the summer.
Develop information and referral services for all Nevadans.	Public libraries will provide access to career and job information.
	Nevada Literacy Coalition will continue to provide information and referral to statewide literacy providers.
	Public libraries will cooperate with other agencies and schools to develop and disseminate community information.
Strengthen services in areas with inadequate library facilities and staffing.	NLA and public libraries will seek continued state support for bookmobile services for rural and urban communities without a library facility.

Provide the widest possible access through the use of technology.

OBJECTIVES	ACTIONS
Provide easy public access to computers and on-line information.	Libraries will coordinate to provide public access to all types of information in user friendly formats.
	Libraries will train staff and public to maximize use of computers.
	Public and school libraries will explore and utilize all types of information and telecommunication technology to reach children and young adults.
Strengthen the statewide telecommunications network by linking all libraries in Nevada.	NSLA will promote a statewide network in partnership with academic, school, and public libraries.
	NSLA and UCCSN will develop proposals for federal and private funding of the statewide network.
Provide increased statewide access to developing networks and databases, including full text information in electronic format.	Public, school and academic libraries will continue to provide Internet access to people of all ages.
	Libraries will continue to apply for E-Rate discounts to support telecommunications.
	Libraries will seek continued state support for cooperative statewide licensing of computer databases.
	NSLA will review technological developments to identify trends that will impact the statewide database.
Promote information literacy for Nevadans statewide.	Librarians will provide training to library users on the retrieval and use of information resources.
Continue to build databases of cataloged holdings of Nevada libraries in MARC format.	All libraries will adopt accepted standards for purchase of hardware and software.
Conform to developing standards for purchasing information technology.	Libraries that share systems will adopt and refine standards for relevancy to library applications.

Strengthen library collections to keep pace with local demands.

OBJECTIVES	ACTIONS
Provide books and materials in various formats to meet nationally accepted standards.	Public and school libraries and Nevada Library Association will seek continuous state support for books and multi media materials through funding of existing formulas in the Nevada Revised Statutes. Public libraries will increase circulation of books and multi-media materials to library users by a growth factor of 5% above the population increase in the service area. Public libraries will spend a minimum of 15% of their local budgets for books and materials. University and school libraries will provide collections that meet or exceed accreditation standards.
Provide resource materials to literacy service providers.	The State Literacy Resource Center will continue to build and publicize its collection to literacy service providers statewide.
Ensure the preservation of information resources.	NSLA will assess preservation needs in Nevada. Libraries will pursue legislation to eliminate use of acid paper in permanently valuable publications. NSLA will develop a preservation program and conservation laboratory for the State. NSLA and UCCSN will provide training on the importance of preservation and conservation. NSLA and NLA will promote the preservation of digitized information.

OBJECTIVES	ACTIONS
Build partnerships with business and industry to develop collections and services.	Librarians will package and publicize services to meet specific needs of the business community.
	Librarians will attend state and local business conferences and meetings.
	Libraries will provide access to local, state and federal government information to increase commercial productivity.
	All librarians will work together to implement policies that assure swift access to print and non-print resources.
Increase access to public and private collections via Interlibrary Loan (ILL).	Libraries will maintain databases and publicize access to statewide resources via *Information Nevada* and the Internet.
Utilize ILL as an adjunct to collection development when needs cannot be filled by local resources.	NSLA will provide technology and training on how to utilize ILL in all public and school libraries.
Evaluate effectiveness of statewide ILL services.	NSLA will conduct a survey on the efficiency and cost of ILL services.
	Library Directors will review recommendations and make decisions regarding service delivery.

Expand library services to meet the needs of target populations.

OBJECTIVES	ACTIONS
Implement programs to remove barriers to library and information services and address the needs of all Nevadans.	NLSA will encourage all libraries to cooperate with institutions and social agencies to ensure quality services for targeted populations. NSLA will extend training to all libraries serving residents of rural and remote areas. NSLA will provide consulting and training for libraries to upgrade facilities, programs and services for disabled persons. Public libraries will allocate space for literacy collections and activities and serve as centers for identification and referral to related services and organizations.
Expand programs and services to meet the needs of senior citizens.	Public libraries will explore and utilize varied and innovative programs to reach the home bound and residents of nursing and retirement facilities.
Develop programs responsive to the needs of multi-cultural, multilingual populations.	All libraries will recruit multi-cultural, multi-lingual personnel and develop programs and collections to serve the ethnic character of the population. NSLA and the SCLL will encourage demonstration projects for model library and literacy programs to reach the various ethnic groups of the community. NSLA will participate in projects to increase services to Nevada Tribal communities.
Sensitize staff to the needs of special groups who are not using and/or benefiting from library services.	NSLA and public libraries will conduct community analysis to identify under served groups, including non-readers, disabled, ethnic groups, etc. NSLA and public libraries will emphasize services to aid the under served, the disabled, the institutionalized and other under served groups.

OBJECTIVES	ACTIONS
Provide programs in the arts and humanities to reflect the unique multi-cultural milieu in Nevada.	Librarians will write proposals and seek donations to secure maximum funding for programs.
Develop integrated cultural programming involving libraries, museums and arts.	NSLA and public libraries will work with museums, arts and other entities to develop services and programs that serve the needs of multicultural populations.
Work with corporations and private donors to develop traveling cultural exhibits.	Libraries will work with business, cultural agencies and private donors to support cooperative programs for children, young adults and adults in all regions of Nevada.
Provide library services in all institutional and correctional facilities, regardless of size.	NSLA, Department of Prisons and affiliated agencies will develop library and information services based on the national standards for correctional libraries.
	NSLA, SCLL, Department of Prisons and Department of Human Resources will develop a statewide institutional library service plan for all types and sizes of correctional and institutional facilities.
	NSLA and Department of Prisons will promote state legislation to create permanent budget categories for library service in all correctional and institutional facilities.
	NSLA will work with the Department of Prisons to promote equal access to information and materials to residents of institutional facilities and provide literacy training and development.

Improve quality of services in all libraries throughout the state.

OBJECTIVES	ACTIONS
Ensure all public libraries continue to meet minimum service and collections standards.	NSLA and SCLL will monitor conformance with *Minimum Standards for Nevada Public Libraries.* NSLA and SCLL will link eligibility for state and federal funds to the implementation of minimum standards.
Build and renovate multi-use library facilities to keep pace with expanding populations.	NLA, SCLL and local library Boards of Trustees will support federal, state and local initiatives to provide funding for library construction.
Upgrade services through continued Certification of public librarians in rural and small libraries.	NSLA and UCCSN will increase access to formal education to meet certification requirements through additional distance education sites.
Promote school library consistency in conformance with the guidelines in *Information Power, Nevada; Northwest Accreditation Standards* and University Standards.	NLA will advocate for licensed school librarians in all schools of 250 or more students and at least one librarian for each school.
Provide access to appropriate coursework to renew Nevada Library Media Specialist license.	School Districts will work with the Nevada Department of Education, NSLA and UCCSN to develop and expand coursework.
Provide in-state access to American Library Association (ALA) accredited master's degree courses.	NSLA will provide information on accredited library schools offering a Master in Library and Information Science. NLA and NSLA will fund scholarships for selected students enrolled in library education programs at accredited universities and library schools.
Offer regularly scheduled continuing education credit courses to provide training and continuous updating of library skills and information.	Nevada Libraries Continuing Education Advisory Committee (NLCEAC) will support courses awarding Continuing Education Units.
Investigate certification for Nevada public library boards of trustees..	NSLA will research trustee certification programs and develop recommendations.

Communicate the value of libraries and librarians for all people.

OBJECTIVES	ACTIONS
Develop programs, information, and publicity to promote libraries and librarians.	Librarians will develop and implement plans and activities under the guidance of marketing professionals to increase public awareness and advocacy for library programs and services. Libraries will target new users and non-users at state and local levels and participate in marketing programs, i.e. focus groups. Libraries will implement multi-media publicity campaigns targeting special populations and non-users identified through market analyses to identify specific groups. NLA and NSLA will activate ALA promotional campaigns across the state.
Create an image of libraries as centers of community activity and of librarians as essential sources of information, education, and cultural programs.	Librarians will implement public relations programs emphasizing libraries as informational, educational, cultural, and recreational centers.

Implementation Team

NLA	Nevada Library Association
NLC	Nevada Literacy Coalition
NLCEAC	Nevada Libraries Continuing Education Advisory Committee
NSLA	Nevada State Library and Archives
SCLL	State Council on Libraries and Literacy
UCCSN	University and Community College System of Nevada